



Award Winning Online Accounting Software

GDPR is all about privacy and we have updated our privacy statement to give you a better understanding of:

- The information we collect;
- What we do with that information;
- Who we share that information with;
- Your rights over this information;
- How we protect your information;

We may make changes to this policy from time to time and we'll notify you by email when we do.

The information we collect:

We collect details from you when you register for a trial on our website. The information collected is contact information such as your name, email address and phone number. Information from social media activity (such as likes, shares and tweets) when you interact with us on social media; information you provide if you report a problem with our website or service; additional information which you provide voluntarily and/or which we may ask from you to better understand you and your interests.

We also collect information from you through cookies when you visit our website. This information is things like your IP address, the device you're using and areas of the site that you've visited.

We use Google for targeted advertising. Once you've visited our website, you may notice that you see ads for SortMyBooks when you're browsing other websites. This is due to a feature called Google Remarketing. Google tracks your web browsing, again using cookies, and then displays ads based on your browsing history. If you hover your mouse (don't click) over an ad, you'll see a little triangle that says 'Ad Choices', you can turn any particular ad off and even click on a link called Set Your Ad Preferences.

What we do with that information:

We use your information to send you details on how SortMyBooks works. We also send out newsletters from time to time with articles relevant to businesses and for



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one of our team to provide you with support by telephone or email. You can unsubscribe from these at any time. We never sell your information to anyone else for marketing purposes.

Who we share that information with:

We only share your information with trusted and secure third parties who help us conduct our business.

Your rights over this information:

You have the right to request a record from us of all the information we have about you. You also have the right to ask us to delete the information that we have about you. If you are a paying subscriber of our service then we will need to retain details of invoices sent to you for statutory purposes. Any requests for information or deletion of your details should be sent to privacy@sortmybooks.com.

How we protect your information:

Please read our security information here

<https://sortmybooks.zendesk.com/hc/en-us/articles/360004837894-Security-Confidentiality>